IN THE CLAIMS

This listing of the claim will replace all prior versions and listings of claim in the present application.

Listing of Claims

1. (currently amended)A digital watermark information detection method for detecting information inserted as a digital watermark from contents, comprising:

a first step of selecting a predetermined format conversion method in accordance with format information of said contents;

a ~~first~~ second step of converting said contents ~~into a predetermined specified format~~in accordance with said selected format conversion method; and

a ~~second~~ third step of trying to detect said inserted information from said converted contents.

2. (currently amended)A digital watermark information detection method according to claim 1, wherein ~~when~~ a plurality of said format conversion methods are selected in said first step and said second step is performed using one of selected format conversion methods, and said digital watermark information detection method further comprising:

a fourth step of trying to detect said inserted information using other format conversion method other than said conversion method used in said second step if said inserted information is not detected from said contents converted in said third step~~specified formats are defined in advance and detection of the information from~~

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~~said converted contents fails, said contents is converted into a specified format other~~

~~than that used in said first step to retry detection of the information~~.

3.　　(currently amended)A digital watermark information detection method according to claim ~~2~~1, wherein a plurality of said format conversion methods are selected in said first step and said format conversion methods are assigned with priorities in advance, and

said second steps and said third steps are repeated using one of said format conversion methods in order of said priority~~priority orders are set in advance to said~~ ~~plurality of specified formats and said first and second steps are repeated in~~ ~~accordance with the priority orders until the information detection succeeds~~.

4.　　(currently amended)A digital watermark information detection method according to claim 3, further comprising:

a fifth step of recording the number of success of information detections for each of said format conversion methods performed ~~wherein~~ in said ~~second~~ third step~~,~~: and

a sixth step of updating the priorities of said format conversion methods in accordance with the number of success ~~the number of successful information~~ ~~detection operations is recorded in respect of the specified format and the priority~~ ~~orders of said plurality of specified formats are updated in accordance with the~~ ~~number of successful information detection operations~~.

5.   (currently amended)A digital watermark information detection method according to claim 1, wherein said first step includes:

a first substep of obtaining said format information of said contents from said contents; and

a second substep of selecting said predetermined format conversion method corresponding to said obtaining format information~~a specified format is defined with respect to each format of the contents~~.

6.   (original)   A digital watermark information detection apparatus for detecting information inserted as a digital watermark from contents, comprising:

a conversion unit for converting said contents into a predetermined specified format; and

an information detection unit for trying to detect information from said converted contents.

7.   (currently amended)A digital watermark information detection program, stored on a computer readable storage medium, for detecting information inserted as a digital watermark from contents, ~~comprising codes for executing the following steps~~said program when executed causes a computer to perform the steps of:

selecting a predetermined format conversion method in accordance with format information of said contents;

~~a first step of~~ converting said contents in accordance with said selected format conversion method ~~into a predetermined specified format~~; and

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~~a second step of~~ trying to detect <u>said inserted</u> information from said converted contents.

8. (currently amended)A ~~digital watermark embedding~~ method <u>for embedding information as a digital watermark, said method being</u> adapted to the digital watermark information detection method according to claim 1, comprising the steps of:

acquiring information <u>on a predetermined format conversion method to be applied on said contents</u>~~of a specified format used in the course of detection of digital watermark information~~;

acquiring a conversion rule used for conversion of the present format <u>of said contents in accordance with said predetermined format conversion method</u>~~into said specified format~~; and

embedding ~~the watermark~~<u>said</u> information such that <u>said information embedded as digital watermark is not lost even when said contents are converted in accordance with said format conversion rule</u>~~the watermark information is not lost even when said conversion rule is applied~~.

Claims 9-19 (canceled).

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